

City of Mosinee



Downtown Development Plan

Prepared By: North Central Wisconsin Regional Planning Commission

Steering Committee

Rebecca Bahr
Keith Biedermann
Pam Brown
Tammy Campo
Mayor Alan Erickson
Jocelyn Fochs
Ted Heldt
Anne Mathson
Tim O'Connor
Jerry Rosso
Cory Tomczyk

Common Council

Mayor Alan Erickson
Thomas Kipp, Council President
Marge Rein
Robert Stephens
Thomas Helbach
Keith Biedermann
Doug Mielke

Recommended Draft Review: July 2011

Adopted: September 12, 2011

For more information contact:

NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION
210 MCCLELLAN STREET, SUITE 210
WAUSAU, WI 54403

Phone: 715-849-5510
Website: www.ncwrpc.org



TABLE OF CONTENTS

Chapters:

1.	Introduction	1
2.	Downtown Land Use Assessment.....	7
3.	Downtown Transportation	17
4.	Downtown Development Opportunities	27
5.	Implementation.....	44

List of Tables:

Table 1:	Downtown Mosinee Property Values.....	7
Table 2:	Block 1 Land Use and Property Values	9
Table 3:	Block 2 Land Use and Property Values	10
Table 4:	Block 3 Land Use and Property Values	10
Table 5:	Block 4 Land Use and Property Values	11
Table 6:	Block 5 Land Use and Property Values	12
Table 7:	Block 6 Land Use and Property Values	12
Table 8:	Block 7 Land Use and Property Values	13
Table 9:	Block 8 Land Use and Property Values	13
Table 10:	Block 9 and Block 10 Land Use and Property Values	14

Table 11:	Block 11 Land Use and Property Values	14
Table 12:	Downtown Business Breakdown	16
Table 13:	Parallel/Angle Parking Comparison	23

List of Maps:

1.	Project Location	2
2.	Community Assets	3
3.	Existing Land Use	8
4A.	Traffic Flow.....	18
4B.	Traffic Flow.....	19
5.	Bike Routes	26
6.	Development Phase	28
7.	Block 1 Development	30
8.	Block 5 & 6 Development	36
9.	Block 7 Development	38
10.	Block 8 Development	42
11.	Development Plan Map.....	47

Attachments:

1. Building Inventory53

2. Plan Adoption.....86

1. Introduction

The City of Mosinee is centrally located in the state of Wisconsin. Map 1 shows the location of the city, at the cross roads of Interstate 39 and State Highway 153. Nearby cities include Wausau, Stevens Point and Wisconsin Rapids. Since 1990, the City of Mosinee has experienced steady population growth. Currently the city's population is about 4,400 and Wisconsin Department of Administration projections are projecting a nearly a 20% population increase over the next 20 years.

Mosinee is blessed with a great deal of assets for a community its size, including access to I-39, the Central Wisconsin Airport, and the Central Wisconsin Business Park. These major assets along with close proximity to several larger communities, arts, recreation, and education poise Mosinee for future growth. See Community Assets Map for more details.

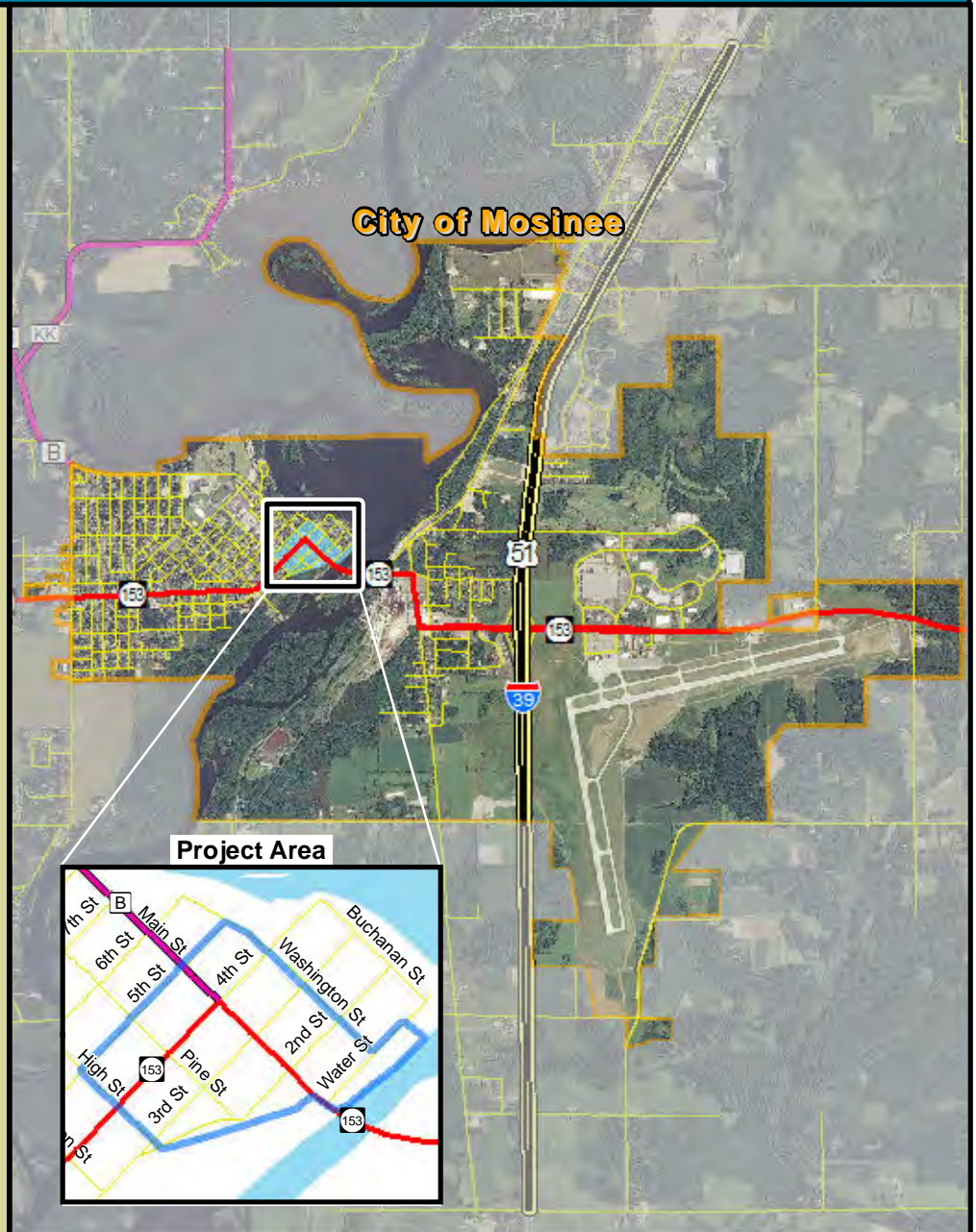
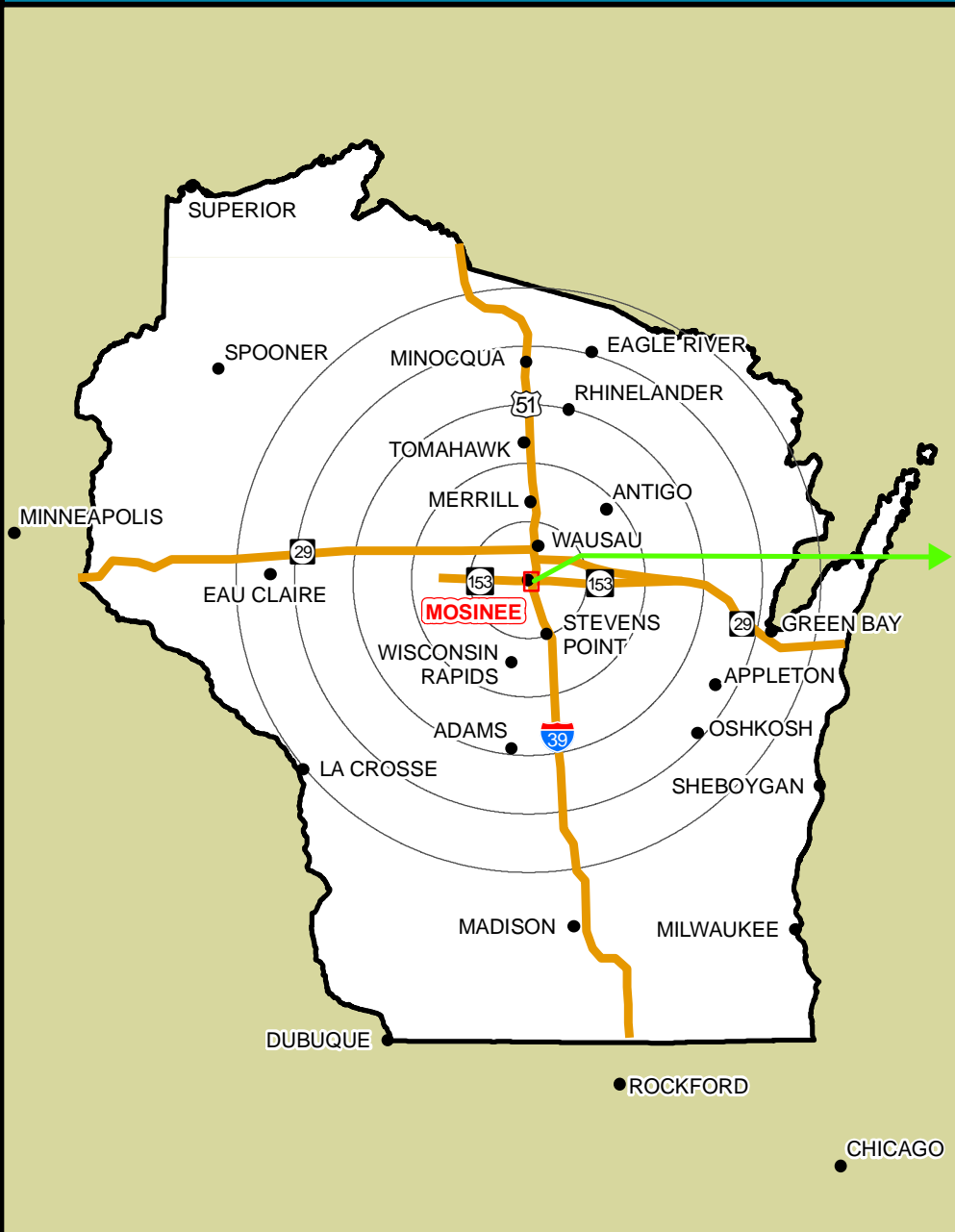
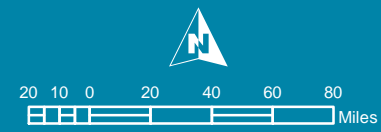
Purpose of the Report

Business growth in downtown Mosinee has been stagnant for many years. However, there has been recent activity as the result of a major transportation improvement project which included a new bridge and a roundabout. In addition, the Wisconsin Department of Transportation conducted a circulation study for Highway 153 through the downtown. That study and its recommendations helped spur more discussion about the downtown. As a result, community leaders identified the need to prepare a downtown development plan.

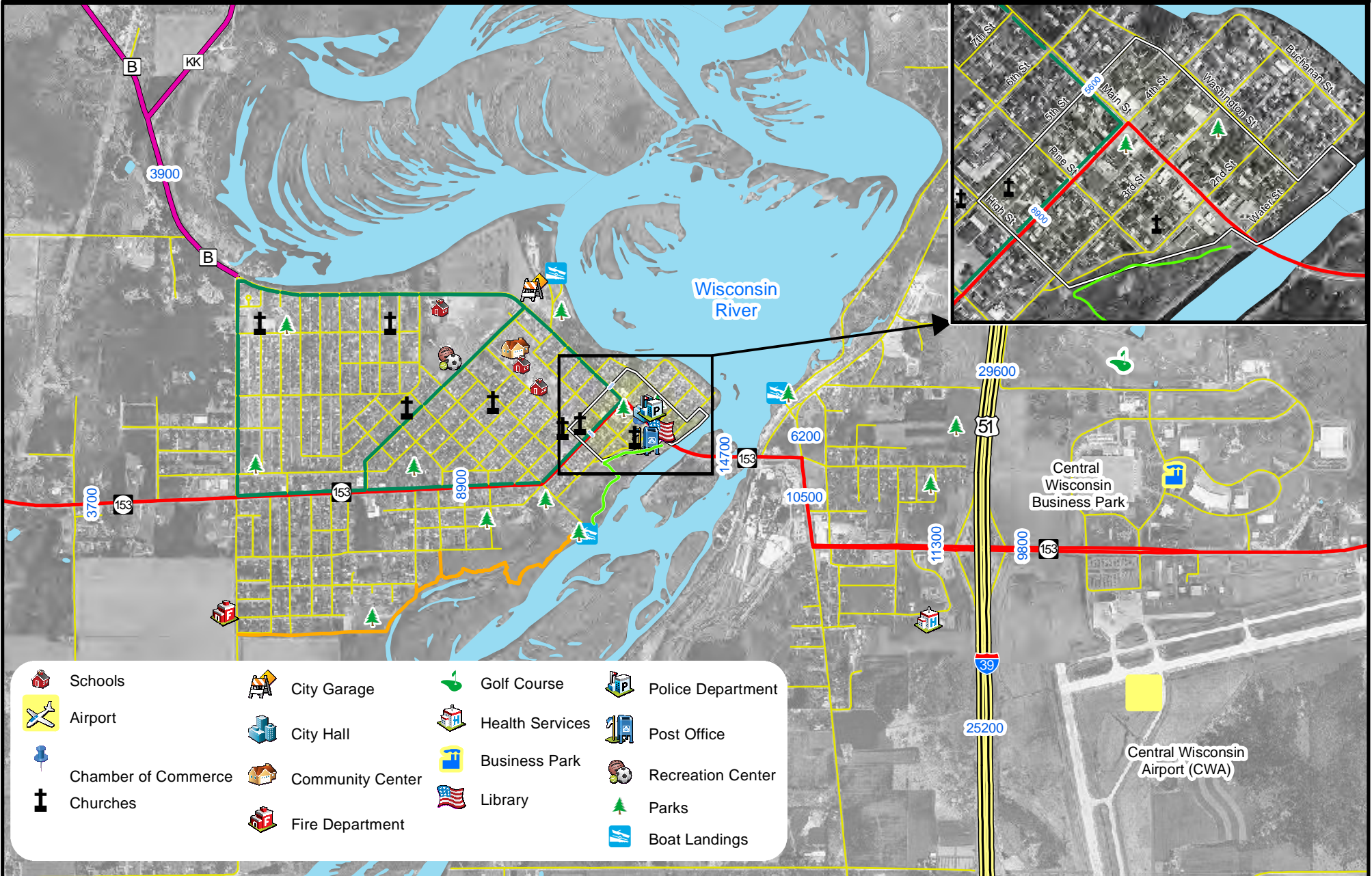
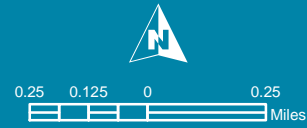
This plan contains four basic sections, including: land use assessment, transportation, development options, and implementation. This study will complement previous planning efforts, such as the Mosinee Comprehensive Economic Development Strategy and the Mosinee Comprehensive Plan.

The study will address land use issues, opportunities for development and redevelopment, and transportation issues. Combined, these issues present an opportunity to shape downtown to meet the long terms needs of the community. The Mosinee Comprehensive Plan established a goal to maintain business vitality in the downtown and to provide a mix of goods and services for the city and surrounding area. This study is designed to help implement that goal.

- Cities
- Highways
- 20 Mile Radius



- US Highway
- State Highways
- County Highways
- Local Roads
- Trail
- Walking Route
- Project Boundary
- Water
- Proposed Trail Extension
- Traffic Counts



- | | | | |
|---------------------|------------------|-----------------|-------------------|
| Schools | City Garage | Golf Course | Police Department |
| Airport | City Hall | Health Services | Post Office |
| Chamber of Commerce | Community Center | Business Park | Recreation Center |
| Churches | Fire Department | Library | Parks |
| | | Boat Landings | |

Planning Goals

Seven overall goals or themes were identified as part of this planning process, they are:

- Establish Downtown Mosinee as a vibrant mixed use activity center for the community.
- Strive to retain, enhance the existing business mix in the downtown.
- Create a pedestrian and bicycle friendly downtown through safe street crossings, streetscaping, and signage.
- Ensure connectivity of the downtown to other city, county and regional trails.
- Provide additional public spaces in the downtown that will allow for events.
- Create an Identity for Downtown Mosinee based on its heritage, natural resources and tourism.
- Update Property Maintenance Enforcement Procedures.

In addition, we will identify redevelopment sites within the downtown that can provide new tax base and TIF increment to assist public improvements.

Previous Plans

Mosinee Comprehensive Economic Development Strategy (MCEDS)

The City of Mosinee prepared the MCEDS in 2006. The planning process included diverse community participation that addressed the economic problems and potentials for the Mosinee area. The MCEDS involved different stakeholders throughout the city, including downtown business owners, and determined what their expectations were. The downtown stakeholders identified parking, stimulating small business, attracting people to the downtown, and making the downtown a distinct neighborhood as some of the priorities for the downtown.

The strategy promotes sustainable economic development, helps foster effective transportation systems, enhances and protects the environment, and balances resources through sound management of development. The Strategy also identified four main goals: 1) Identify business opportunities; 2) Community support for economic development; 3) Support the current businesses; and 4) Create economic development network. The Mosinee Economic Development Committee also developed a strategic analysis, economic profile, and marketing plan as a part of the MCEDS.

City of Mosinee Comprehensive Plan

The City of Mosinee developed a citywide comprehensive plan in 2006. The plan covers nine basic chapters and identifies many issues that affect the City of Mosinee. One topic discussed in this plan is Economic Development. The Central Business District or downtown is identified as one of the major local employers in the City of Mosinee. The plan also identified the goal of maintaining business vitality in downtown to provide a mix of goods and services for the city and the surrounding area.

State Highway 153 Traffic Study

The purpose of the traffic study is to determine traffic flow, parking and routing modifications to increase the capacity on State Highway 153, from Old Highway 51 through the downtown area of the City of Mosinee. The study considered 5 alternatives with the recommended alternative being an Unbalanced One-way Pair Alternative. This recommendation has been incorporated into this planning process.

Regional Comprehensive Plan: A Framework for the Future, 2000-2020

The North Central Wisconsin Regional Planning Commission (NCWRPC) developed this advisory plan in compliance with the State's Comprehensive Planning Law. Key findings from this regional level plan are: 1) the Region's labor force and participation rates are increasing and unemployment is decreasing; 2) primary export industries include agriculture, forestry, manufacturing, transportation, communication, and retail; 3) the Region's economy is mostly comprised of slow growth industry but it is shifting into a service based economy which shows much faster growth rates; 4) the Region is a competitive location for new industry starts compared to the national average; 5) the Region has several available industrial parks; 6) the Region will benefit most from the creation of new or expansion of existing industries.

Comprehensive Economic Development Strategy (CEDS)

The City of Mosinee is located in Marathon County, which is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). NCWRPC is the agency that is responsible for maintaining that federal designation. As part of maintaining that designation, the NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) report. The report serves to summarize and assess economic development activities of the past year and present new and modified program strategies for the upcoming year. As part of this planning process local infrastructure projects are identified by community. The two projects listed for Mosinee include: expansion of the industrial park, and sewer and water extensions.

2. Downtown Land Use Assessment

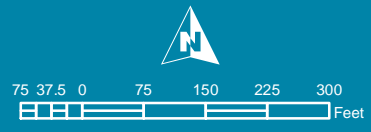
The planning area for the Downtown Development Plan has been focused on an 11 city block area. The area is South of Washington Street, East of 5th St, North of High Street and West of the Wisconsin River (See Map 3). The downtown area contains a commercial corridor along Main Street and 4th Street, while surrounding these corridors is a mix of commercial, institutional, residential and utility land uses in the downtown area. The residential land uses in the downtown area is dominated by residential land uses which account for 50 percent of the area. Table 1 shows that the next largest land use, in terms of acres, is commercial land uses. Institutional, parking, utility and vacant land uses comprise the remainder of the downtown. When examining property values on a per acre basis, commercial land uses on average are about \$640,000 per acre compared to other uses.



Because commercial properties in downtown Mosinee, and in general, have a higher value than other land uses the City of Mosinee is looking to attract commercial uses to the downtown area. These commercial uses also create jobs and activity in an area. Throughout the planning area there are several opportunities for development. This plan will examine each of the eleven blocks and focus on opportunities for development in downtown Mosinee.

Table 1 - Downtown Mosinee Land Use and Property Values						
Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	6.72	27.6%	\$515,300	\$3,784,000	\$4,299,300	\$639,901
Institutional	2.66	10.9%	\$34,400	\$330,500	\$364,900	\$137,222
Parking	0.83	3.4%	\$14,400	\$0	\$14,400	\$17,450
Residential	12.37	50.9%	\$847,800	\$5,113,900	\$5,961,700	\$482,050
Utility	0.55	2.3%	\$0	\$0	\$0	\$0
Vacant	1.19	4.9%	\$15,500	\$0	\$15,500	\$13,071
TOTAL	24.31	100.0%	\$1,427,400	\$9,228,400	\$10,655,800	\$438,395

- Commercial
- Multi Family
- Utility
- Parcel Boundaries
- Institutional
- Parking Lot
- Vacant
- Project Blocks
- Project Boundary
- Manufacturing
- Residential



Block 1 Assessment

Block 1 is located North of Main Street, East of Second Street, South of Washington Street, and West of the Wisconsin River. This block consists of commercial, institutional, parking, residential, and vacant land uses. Commercial land uses on block

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	1.11	28.3%	\$63,200	\$688,400	\$751,600	\$680,119
Institutional	0.17	4.2%	\$0	\$0	\$0	\$0
Parking Lot	0.17	4.2%	\$14,400	\$0	\$14,400	\$87,167
Residential	1.32	33.8%	\$89,800	\$681,900	\$771,700	\$584,046
Vacant	1.15	29.5%	\$12,600	\$0	\$12,600	\$10,932
TOTAL	3.91	100.0%	\$180,000	\$1,370,300	\$1,550,300	\$396,567

1 make up 28 percent (See Table 2) of the land area and are comprised of a bank, a restaurant and insurance office. The largest land use in terms of land area on Block 1 is Residential land uses, which are all single family residential homes that appear to be owner occupied. In comparison to the downtown value per acre for residential properties Block 1 has a higher residential value per acre. In most cases a high residential value per acre indicates that there is a higher density on that block, however block 1 has a higher value because of the quality of housing stock.

The Joseph Dessert Library is located on block 1 and is an important asset in the downtown. The library is an attraction that draws people into the downtown area, and is a local landmark that is included on the national register of historic places. The city operated the Joseph Dessert Library until 1974 when the library joined the Marathon County Public Library system. Celebrations have marked significant anniversaries for the library, the most recent celebration was in 1999 for the centennial. Renovations have been completed with the most recent occurring in 1995 as part of the county-wide building program for libraries. Today, the library maintains its status in the City of Mosinee as both an important community service and as a building significant to the history of the community.

Block 2 Assessment

Block 2 is located North of Main Street, East of 3rd Street, South of Washington Street and West of 2nd Street. This block consists of commercial, institutional, and

Table 3- Block 2 Land Use and Property Values

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	0.31	13.6%	\$27,500	\$205,200	\$232,700	\$739,905
Institutional	0.96	41.5%	\$0	\$0	\$0	\$0
Residential	1.04	44.9%	\$61,100	\$337,000	\$398,100	\$383,415
TOTAL	2.31	100.0%	\$88,600	\$542,200	\$630,800	\$272,885

residential land uses. Commercial land uses on block 2 comprise 13.6 percent (See Table 3). The properties include the Mosinee Professional Building, a restaurant and vacant storefront. The largest land use in terms of land area on Block 2 is residential land uses, which is comprised of single family residential homes that appear to be owner occupied. The housing stock appears to be in good condition. The Mosinee City Hall and City Park also occupy about 1 acre or 41.5 percent of the land area on block 2.

The values of the commercial property on a per acre basis are much higher in block 2 than the entire downtown area. Block 2 also has a lower value of residential properties on a per acre basis than the entire downtown. The lower residential values can be attributed to a low housing density on block 2.

Block 3 Assessment

Block 3 is located North of Main Street, East of 4th Street, South of Washington Street and West of 3rd Street. This block consists of commercial, institutional, utility, and residential land uses. Commercial

Table 4 - Block 3 Land Use and Property Values

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	1.07	46.4%	\$87,300	\$839,400	\$926,700	\$863,331
Institutional	0.25	10.7%	\$0	\$0	\$0	\$0
Residential	0.66	28.6%	\$43,900	\$221,000	\$264,900	\$401,181
Utility	0.33	14.3%	\$0	\$0	\$0	\$0
TOTAL	2.31	100.0%	\$131,200	\$1,060,400	\$1,191,600	\$515,487

land uses on block 3 comprise 46.4 percent (See Table 4) of the land area, including of a restaurant, a multi-tenant commercial building and a mixed use commercial building. The dominant residential land use on the block is single family residential homes that appear to be owner occupied and appears to be in good condition.

The values of the commercial property on block 3, on a per acre basis, are the highest in the downtown planning area. Block 3 also has a lower value of residential properties on a per acre basis than the rest of downtown. The lower residential values can be attributed to a low housing density on block 3.

The former City Hall located at 301 3rd Street has the biggest potential for redevelopment on this block. The 2 story brick building appears to have had an office of some sort on the first level during the recent past that is currently vacant. The upper level has been converted into residential units.

Block 4 Assessment

Block 4 is located North of Main Street, East of 5th Street, South of Washington Street, and West of 4rd Street. The block is comprised of 4

Table 5 - Block 4 Land Use and Property Values						
Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	0.86	36.9%	\$98,400	\$374,700	\$473,100	\$550,116
Residential	1.47	63.1%	\$99,800	\$509,600	\$609,400	\$414,558
TOTAL	2.33	100.0%	\$198,200	\$884,300	\$1,082,500	\$464,592

commercial properties and 8 residential properties. Table 5 shows that residential land use is the predominate use on block 4 making up 63.1 percent of the land area and commercial land uses make up the remaining 36.9 percent of the land area. The values of the commercial land uses on a per acre basis are lower in comparison to the downtown planning area. The residential land uses also have a lower value on a per acre basis than the downtown.

Block 5 Assessment

Block 5 is located South of Pine Street, West of the Wisconsin River, South of Main Street, and East of 2nd Street. This block is the second

smallest block in the downtown planning area and it consists of the gas station and post office. The post office is an asset because it attracts people into the downtown area.

Table 6 - Block 5 Land Use and Property Values

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	0.39	41.3%	\$31,200	\$244,700	\$275,900	\$698,835
Institutional	0.56	58.7%	\$34,400	\$330,500	\$364,900	\$650,910
TOTAL	0.96	100.0%	\$65,600	\$575,200	\$640,800	\$670,714

Block 6 Assessment

Block 6 is located North of Pine Street, West of 2nd Street, South of Main Street and East of 3rd Street.

The block is comprised of commercial, institutional and

residential land uses with 50.0 percent of the block being commercial, 35.7 percent is residential and 14.3 percent is institutional (see table 7). The value for commercial properties on block 6 has the lowest per acre value of any block in the downtown area. This indicates that there is an opportunity for redevelopment on block 6.

Table 7- Block 6 Land Use and Property Values

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	1.16	50.0%	\$69,700	\$516,700	\$586,400	\$507,354
Institutional	0.33	14.3%	\$0	\$0	\$0	\$0
Residential	0.83	35.7%	\$76,700	\$479,700	\$556,400	\$673,852
TOTAL	2.31	100.0%	\$146,400	\$996,400	\$1,142,800	\$494,333

Block 7 Assessment

Block 7 is located North of Pine Street, West of 3rd Street, South of Main Street, and East of 4rd Street. This block is a mix of commercial, institutional, parking, residential, utility and vacant land uses. Table 8 shows that the land uses by acreage

Table 8 - Block 7 Land Use and Property Value

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	0.57	25.1%	\$44,100	\$366,900	\$411,000	\$724,357
Institutional	0.20	9.0%	\$0	\$0	\$0	\$0
Parking	0.66	29.2%	\$0	\$0	\$0	\$0
Residential	0.58	25.6%	\$39,300	\$194,200	\$233,500	\$403,909
Utility	0.22	9.7%	\$0	\$0	\$0	\$0
Vacant	0.03	1.5%	\$2,900	\$0	\$2,900	\$87,349
TOTAL	2.26	100.0%	\$86,300	\$561,100	\$647,400	\$286,131

are fairly evenly distributed with commercial, parking and residential land uses occupying the most land on block 7. The property values are influenced by the large presence of TDS Mosinee Telephone Company which is property tax exempt and owns all of the parking and utility land uses on block 7. The residential property value per acre on this block is low in comparison to the downtown area, this could provide an opportunity for redevelopment.

Block 8 Assessment

Block 8 is located North of Pine Street, East of 5th Street, South of Main Street and West of 4th Street. Table 9 shows that block 8 is made up of residential and commercial land uses with 46.5 percent being commercial and 53.5 percent being residential. The commercial property value per acre is low in comparison to the downtown planning area.

Table 9 - Block 8 Land Use and Property Value

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	1.07	46.5%	\$79,000	\$512,100	\$591,100	\$550,577
Residential	1.24	53.5%	\$85,800	\$635,500	\$721,300	\$583,151
TOTAL	2.31	100.0%	\$164,800	\$1,147,600	\$1,312,400	\$568,016

The best opportunity for redevelopment on this block is Lot 17 and 18. This 8,000 square foot building is vacant and was formerly occupied by discount liquidators. This site located on the south west corner of Main Street and 4th Street which is the busiest intersection in downtown Mosinee. The site is ideally situated for retail development because of the traffic generated in this area. The only current limitation of the site is the lack of off-street parking, however opening up the private lots for public parking on block 7 and making this area more pedestrian friendly would help eliminate that limitation. If this site could land an anchor tenant it would help the other properties because it would generate more car and pedestrian traffic past these store fronts.

Block 9 & Block 10 Assessments

The area that is North of High Street, East of 4th Street, South of Pine Street and West of Wisconsin River generally make up Blocks 9 & 10. Both blocks 9 and 10 are entirely residential, they were included in the assessment because of their close proximity. Blocks 9 and 10 consist of 3.29 acres of single family residential homes (See table 10). The housing stock is in good shape on blocks 9 and 10.

Table 10 - Block 9 and Block 10 Land Use and Property Value

Block 9						
Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Residential	0.95	100.0%	\$61,800	\$369,100	\$430,900	\$455,786
TOTAL	0.95		\$61,800	\$369,100	\$430,900	\$455,786
Block 10						
Land Use	Acres	Percent	Land Value	Building Value	Total Value	Value Per Acre
Residential	2.34	100.0%	\$161,000	\$985,500	\$1,146,500	\$490,565
TOTAL	2.34		\$161,000	\$985,500	\$1,146,500	\$490,565

Block 11 Assessment

Block 11 is North of High Street, East of 5th Street, South of Pine Street, and West of 4th Street. Table 11 shows that the predominant land uses are residential, which consume 84.2 percent of block 11. Block 11 also contains institutional and commercial land uses.

Table 11 - Block 11 Land Use and Property Value

Land Use	Acres	Acres Percent	Land Value	Building Value	Total Value	Value Per Acre
Commercial	0.17	7.5%	\$14,900	\$35,900	\$50,800	\$291,786
Institutional	0.19	8.3%	\$0	\$0	\$0	\$0
Residential	1.95	84.2%	\$128,600	\$700,400	\$829,000	\$424,193
TOTAL	2.32	100.0%	\$143,500	\$736,300	\$879,800	\$379,044

Downtown Business Mix

An assessment of the current downtown business mix was completed as part of this planning process. The data was assembled by NCWRPC staff walking the downtown and inventorying businesses. Overall, there are 42 businesses in the eleven block area; most of these are service related. Very few are retail, which is a concern for the downtown.

Table 12 displays all of the businesses by general category. The largest sector of the downtown area is “Other Services” with 9 businesses, of which 6 are barber shops or beauty salons. The next largest sector in the downtown planning area is Accommodation and Food Services. Health Care and Social Assistance and Finance and Insurance are the next largest sectors in the downtown area. The retail sector only accounts for about 7 percent of the downtown businesses. Considering the average annual daily traffic counts, which exceeds 16,300 on Highway 153, the amount of retail in the downtown area seems low. The downtown area has a printing company which is classified as manufacturing, the location may not be suitable for industrial land uses and similar businesses should be encouraged to locate in a more suitable location outside of the downtown. Overall the downtown has a good mix of businesses in the downtown, with the exception of retail.

Table 12 also includes a comparable community’s data. The downtown mix for the City of Mosinee has some similarities and differences with the City of Tomahawk’s downtown data. Tomahawk was chosen because it is roughly the same size and is located just off of Highway 51 north of Wausau. Tomahawk does have a greater tourism component in their local economy, but that could be a growth area for Mosinee in the future. Mosinee and Tomahawk share a similar percentage of businesses for Information; Finance and Insurance; Real Estate; Professional, Scientific and Technical Services; and Accommodation and Food Services Sectors. The sectors that were different in these downtowns were Retail; Arts, Entertainment and Recreation; Educational Services and Other Services. The biggest disparity was in the retail sector, where nearly 55 percent of the downtown businesses in Tomahawk are retail compared to 7 percent for downtown Mosinee businesses. A possible reason for this disparity is the impact of tourism. The City of Mosinee does have more Other Services; Educational Services; and Arts, Entertainment and Recreational Services.

Table 12: Downtown Business Mix		Mosinee Downtown		Tomahawk Downtown	
NAICS Code	Sector	Number of Businesses	Percent of Businesses	Number of Businesses	Percent of Businesses
11	Agriculture, Forestry, Fishing and Hunting	0	0.0%	0	0.0%
21	Mining	0	0.0%	0	0.0%
22	Utilities	0	0.0%	0	0.0%
23	Construction	1	2.4%	0	0.0%
31-33	Manufacturing	1	2.4%	0	0.0%
42	Wholesale Trade	0	0.0%	0	0.0%
44-45	Retail Trade	3	7.1%	40	54.8%
48-49	Transportation and Warehousing	0	0.0%	0	0.0%
51	Information	2	4.8%	1	1.4%
52	Finance and Insurance	7	16.7%	9	12.3%
53	Real Estate and Rental and Leasing	1	2.4%	2	2.7%
54	Professional, Scientific, and Technical Services	3	7.1%	3	4.1%
55	Management of Companies and Enterprises	0	0.0%	0	0.0%
56	Administrative and Support and Waste Management and	0	0.0%	0	0.0%
61	Educational Services	3	7.1%	0	0.0%
62	Health Care and Social Assistance	4	9.5%	3	4.1%
71	Arts, Entertainment, and Recreation	2	4.8%	0	0.0%
72	Accommodation and Food Services	6	14.3%	11	15.1%
81	Other Services (except Public Administration)	9	21.4%	4	5.5%
Total		42		73	

3. Downtown Transportation

The current traffic circulation in the downtown has 2-lane State Highway 153 routed along 4th and Main Streets with adjoining parallel parking. STH 153 traffic volumes along this route exceed 16,300 ADT. Truck traffic is significant along this route. All other streets in the downtown are also two-way, but have much lower traffic volumes. There is some off-street private parking, but most public parking is located on street. See the Existing Traffic Flow Map.

Traffic Circulation

In 2007 a Traffic Study was prepared by Earth Tech for STH 153. The traffic circulation recommendation from that study was what is called an "Unbalanced One-way Pair" (See Proposed Earth Tech Traffic Flow Map). The City prefers a modified version with one-way flow on Fourth Street between Main and Pine (See Preferred 153 Traffic Flow Map). The one-way pair scheme splits the traffic flow around the downtown and results in a traffic calming effect and improved business climate by making the downtown a more inviting, less traffic hostile, destination.

At this time, WisDOT plans to replace the pavement on STH 153 in downtown Mosinee from the "new" Wisconsin River Bridge to Pine Street during 2015. They are also planning pedestrian crossing improvements at Second and Fourth Streets. This new pavement will have a serviceable life of 25 to 30 years. This generally corresponds to the findings of the Earth Tech report that indicates the following:

"At some point between 2020 and 2030, delays and queuing are expected to become unacceptable: extreme in some locations. Modifications to the existing street network will be needed to support both highway traffic and downtown business activity."

The one-way pair alternative is intended to address this situation without resorting to a 4-lane application that would require loss of all parking on Main and Fourth through the downtown. Expanding the 2015 pavement replacement into a conversion to one-way pairs would advance the City's vision for improving its downtown and proactively deal with projected congestion.

-  Existing 153 Traffic Flow
-  Proposed 153 Traffic Flow
-  Proposed Post Office Drop-Off



30 15 0 30 60 90 120
 Feet

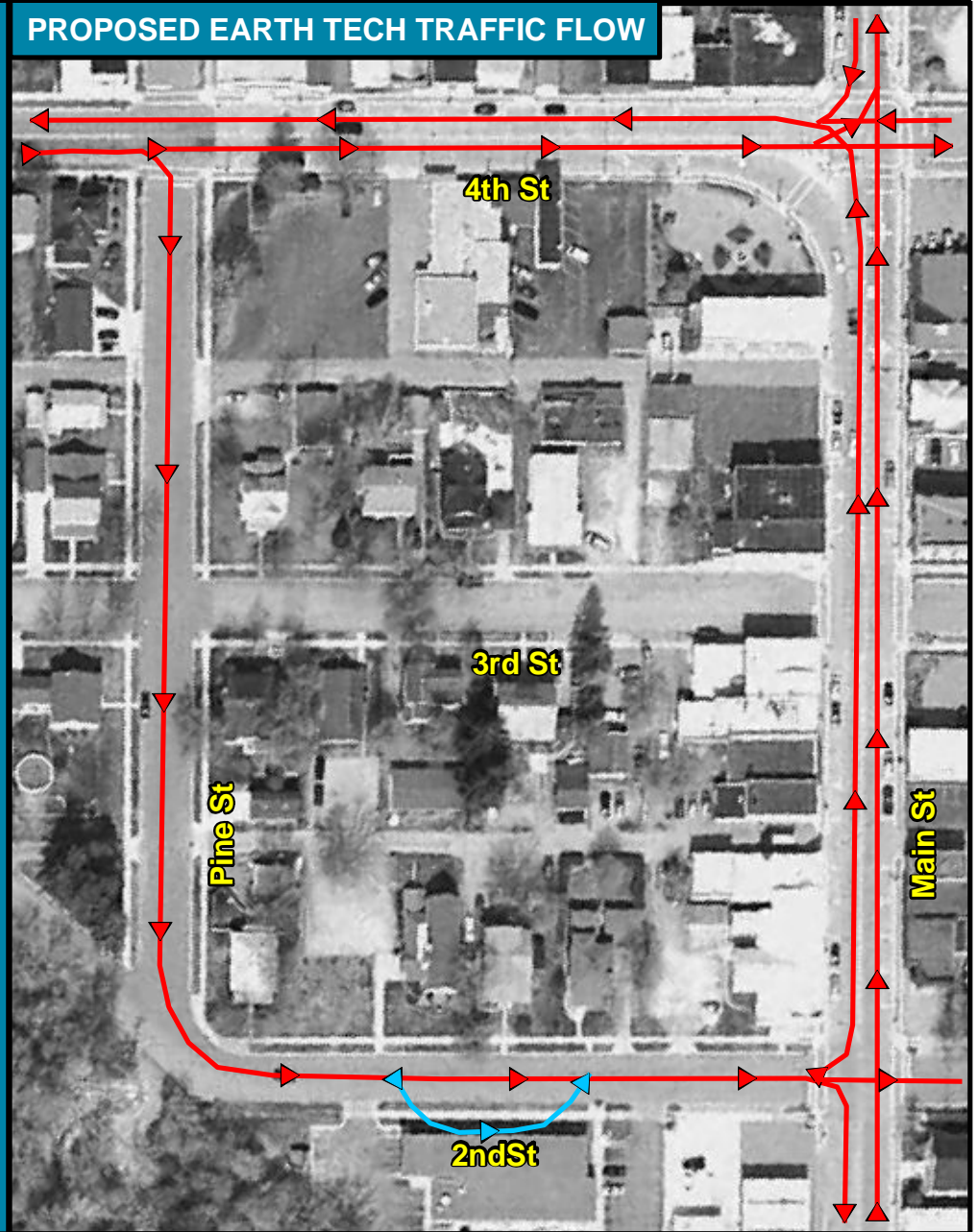


North Central
 Wisconsin Regional
 Planning Commission
 715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org

EXISTING 153 TRAFFIC FLOW



PROPOSED EARTH TECH TRAFFIC FLOW



-  Existing 153 Traffic Flow
-  Proposed 153 Traffic Flow
-  Proposed Post Office Drop-Off



30 15 0 30 60 90 120
 Feet

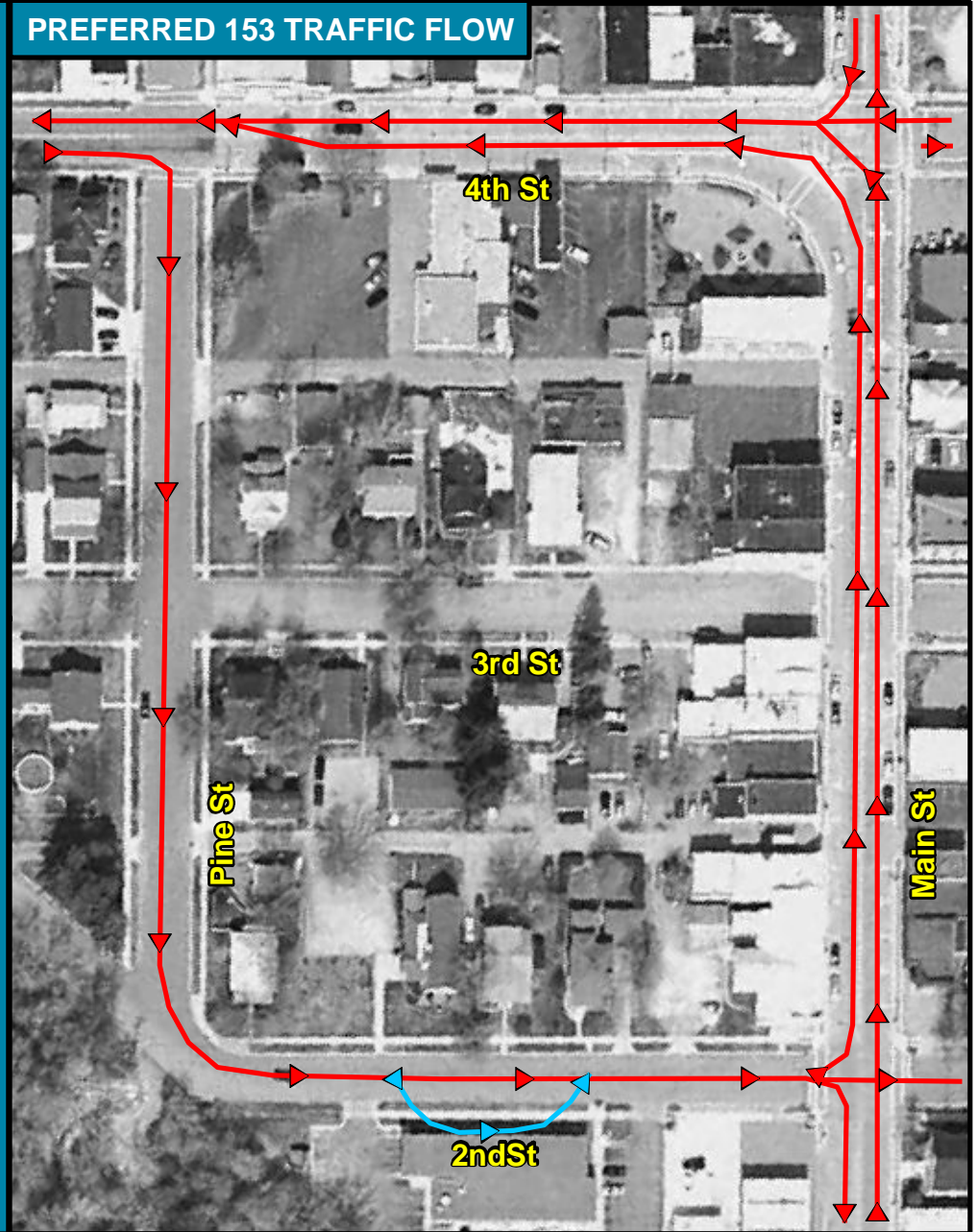


North Central
 Wisconsin Regional
 Planning Commission
 715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org

EXISTING 153 TRAFFIC FLOW



PREFERRED 153 TRAFFIC FLOW



An issue not identified in the 2007 report that may require further study is the impact of reconstruction of the intersection at Second and Main. Accommodating the necessary turning lane may significantly encroach on the gas station located at this intersection. This may have an impact on the on-going operation of the gas station in its current configuration. Similarly, the necessary changes to the Fourth and Pine intersection may impact one or more properties.

The 2007 report does not appear to account for this type of real estate acquisition cost, which would be in addition to estimated construction. Costs over and above what WisDOT would expect for a standard construction project are typically covered by the local jurisdiction.

On-Street Parking Analysis

Existing on-street parking consists of marked parallel spaces on Main and Fourth Streets and unmarked parallel parking on Pine and Second Streets. The current configuration allows for about 47 parking spaces, see Table 13.

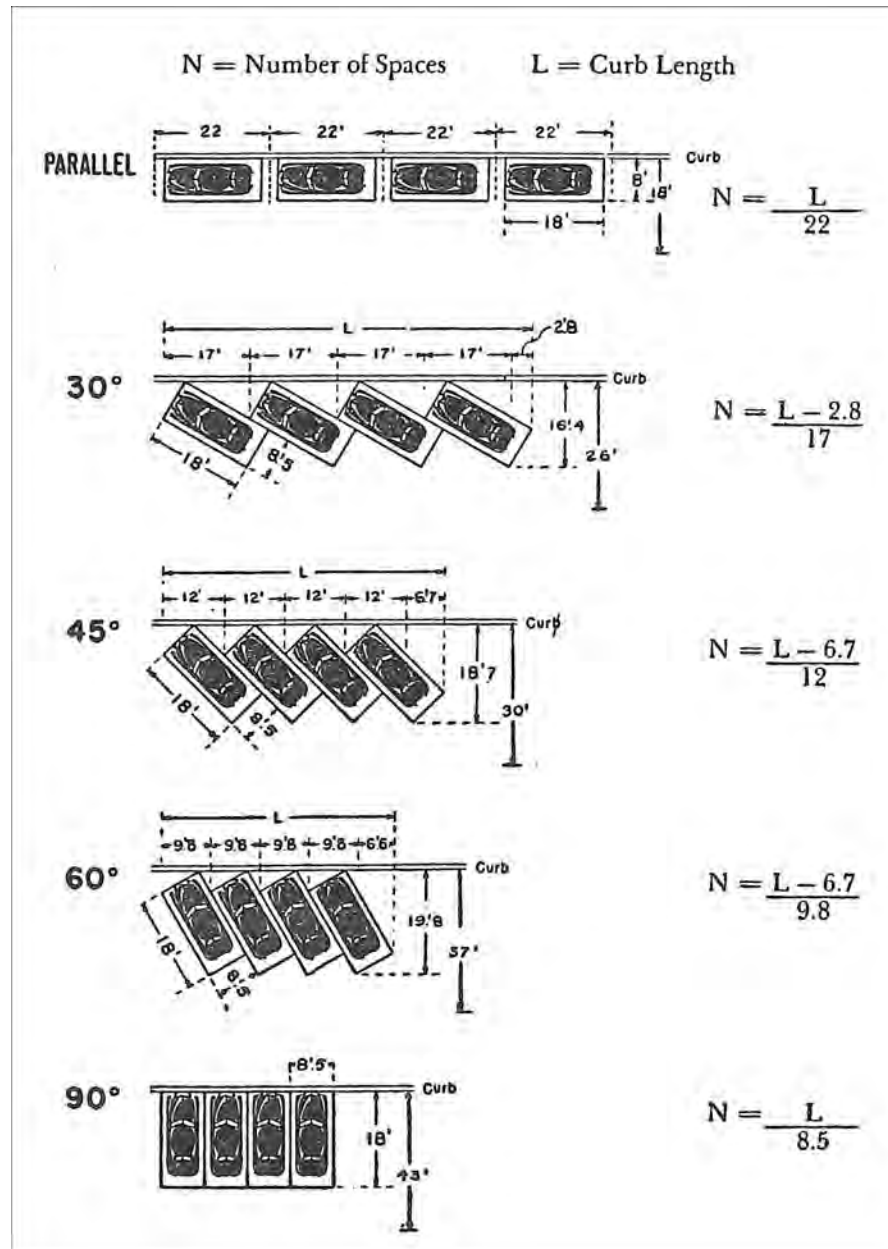
Angle parking at 30 degrees is feasible on Main and Pine, allowing for 12-foot traffic lanes and a 4-foot bike lane. However, the resulting number of spaces on Main (17) will be slightly less than the existing parallel parking provides (22), due to space needed for the intersection neckdowns. Parallel parking would be maintained on Fourth Street (unless converted to one-way) with dual bike lanes.

Parking on Second would also likely remain parallel due to being more residential in nature. Wherever angle parking is used, suitable neckdowns should be provided at each end of the block to channelize entering and exiting traffic. See illustrations of on-street parking concepts for the downtown redevelopment area.

The arrangement of parking spaces, either parallel to the curb or at an angle, affects safety. Angle parking may provide more parking per unit of curb length than parallel parking, but it requires more space for maneuvering thereby increasing exposure and hazard. As the parking angle increases, there is a corresponding need for more road space for vehicle maneuvering. See diagram showing the space requirements for the various angles of parking.



Downtown On-Street Parking Concepts Overview



Space Dimensions from *Parking*
(Weant, 1990)

Angle parking at 45 degrees is likely only feasible on Main Street if the 4-foot bike lane is removed to provide adequate room for backing maneuvers. Pine Street could support 45 degree angle parking since only one travel lane is proposed. A significant increase in the number of spaces is possible with this configuration. Increasing the angle to 60 degrees is not feasible, as space requirements exceed what is available. See Parking Comparison Table.

Although a few spaces may be lost on Main Street, angle parking provides spaces in critical locations where needed for business but is currently lacking. Other benefits include, opportunities for street-scaping and pedestrian safety improvements, including traffic calming and reduced crossing lengths due to the neckdowns.

In order to better serve the businesses in need of parking on Main Street, the angle parking might be located on the left side. If one-way, angle parking on Fourth Street might switch to the more natural right side to better accommodate turning movements from Main Street. On Pine Street, the angle parking would again be on the left due to the locations of the businesses.

For maximum spaces, the recommended on-street parking configuration includes 30 degree angle on Main, 45 degree angle on Pine and parallel on 2nd and 4th. Total on-street parking spaces provided with this configuration is 65, or 18 more than the current 47 spaces.

It should be noted that current state and federal policy discourages angle parking on a state highway such as STH 153. A waiver would have to be obtained from Federal Highways before federal funding could be used in the construction.

Table 13 - Parallel / Angle Parking Comparison			
	Parallel*	30° Angle**	45° Angle**
Main Street	22	17	24
4 th Street***	13	15	22
Pine Street	4	19	27
2 nd Street	8	n/a	n/a
* STH 153 Traffic Study, EarthTech. **NCWRPC estimated based on typical space dimensions. ***Angle parking feasible only if one-way.			

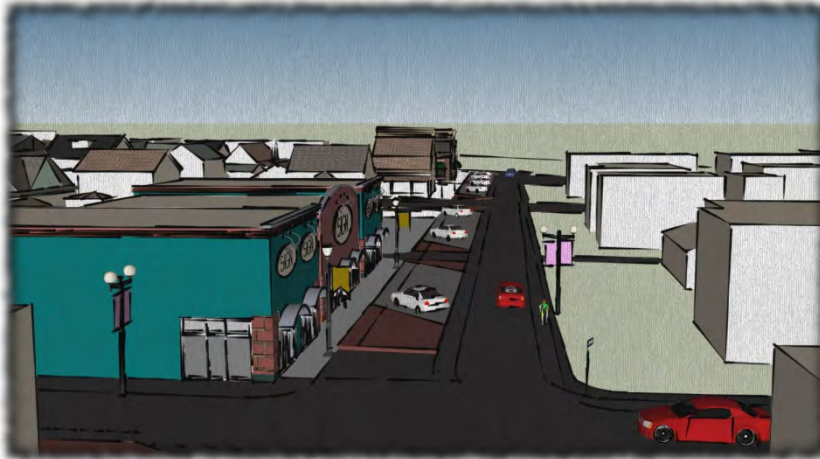
Parking Concepts Downtown Mosinee



MAIN STREET



FOURTH STREET



PINE STREET



SECOND STREET

Bicycle and Pedestrian Access & Connectivity

Bicycle and foot traffic are also enhanced through pedestrian safety improvements and incorporation of bike lanes in the new cross-section of the one-way pairs. See Proposed Bike Route Maps. These bike lanes would facilitate access to the downtown by bicycle and link to the Wisconsin Riverwoods Trail. One goal is to connect the downtown with both city, county and regional bike trails. To promote bicycle friendliness in the downtown, the provision of bicycle parking racks in select spots near business locations on Main, Fourth and Pine is recommended.

These improvements will link the Downtown and the Wisconsin Riverwoods Trail with surrounding communities. A County bike route extends from the downtown westward along County Highway B. To the east, the Highway 153 bike lanes / multi-use path link to a planned Kronenwetter route along Old Highway 51. In addition to bike paths and trails, there is a substantial network of sidewalks in the downtown for pedestrian movement.

▶▶ Bike Lane



30 15 0 30 60 90 120
Feet



North Central
Wisconsin Regional
Planning Commission
715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org

PROPOSED BIKE ROUTE - EARTH TECH



PROPOSED BIKE ROUTE - CITY PREFERRED



4. Downtown Development Opportunities

The Mosinee Downtown Planning Area currently has several properties that present new opportunities. The type of these development and redevelopment opportunities include facade improvements, redevelopment of vacant or underutilized lots, the purchase and demolition of certain properties, and the construction of new buildings and other infrastructure.

Due to the size and current vacancy in the Mosinee Downtown planning area this plan recommends phasing of the development over a period of time, and focusing on priority areas first, then on other areas. Phasing needs to be flexible and based on demands of the private market. The use of phasing is a way to set priorities and focus limited resources.

- Phase 1: This phase will address the most immediate opportunity in the downtown area. Lots 3, 6, 7, and 12 located on Block 7 are vacant lots. The city should work with the current property owner to sell these lots to an entity that will build a commercial or mixed use building on these lots. Begin discussions with WisDOT regarding Highway 153. The city should acquire a lot to provide public parking for existing downtown businesses.
- Phase 2: This phase addresses two opportunities. The first is creating a trailhead for the Wisconsin Riverwoods Trail, which extends south of the downtown along the Wisconsin River. The second opportunity is to promote facade improvements to minimize some “eyesore” structures in the heart of downtown.
- Phase 3: This phase is significant since it involves acquisition, building relocation and infrastructure improvements. The cornerstone project in this phase is the creation of a “Heritage Center” at the corner of 4th and Main Streets.
- Phase 4: The fourth phase is the area along 3rd and Pine Streets. This is a long-term phase that would be completed following the establishment of the unbalanced one way pair traffic flow. The one way pair would likely open Pine Street for development. However until that time, we would recommend steering commercial development off of Pine Street (except the NE Corner of Pine and 4th Street) unless the other priority areas of downtown have been fully developed.

The following pages reviews in detail by each block the various development opportunities.

2 Project Boundary
 Phase 1
 Phase 3
 Parcel Boundaries
 Phase 2
 Phase 4
2 Project Blocks



Block 1 Development Opportunities

Block 1 provides an opportunity to maximize an underutilized parcel. Lot 13, owned by Wausau Paper, currently provides green space along the river. The city should consider obtaining a recreational easement for this parcel to create a trailhead for the Wisconsin Riverwoods trail which originates just south of this site. A trailhead is the point at which a trail begins, and where rest rooms, maps, informational brochures, and parking are located. However there is a safety issue with crossing Main Street from this site, currently DOT believes there is not enough space to construct a path cross under the bridge. The DOT also has concerns with the steep slope down to the river and ADA compliance. Despite the safety concerns the city needs to explore all methods to bring the trailhead into the downtown. Secondary options for this trailhead would be on Block 5 or near Chuck's Landing.



Existing Vacant Parcel

Source: Pictometry Bird's Eye ©2010



Proposed Trailhead

- Commercial
- Residential
- Project Boundary
- Institutional
- Utility
- Project Blocks
- Parking Lot
- Vacant



EXISTING LAND USE



PROPOSED DEVELOPMENT



Block 2 Development Opportunities

There is one potential redevelopment site located within Block 2. Lot 1 is owned by the city and the back portion of the lot is an underutilized park/playground area. The city should utilize this park and open space to enhance economic development for the downtown area. An example would be moving the Mosinee Farmers Market to this area because it would bring more foot traffic to downtown businesses.



Existing Park *Source: Pictometry Bird's Eye ©2010*



Existing Park *Source: NCWRPC*



Existing Park *Source: NCWRPC*



Existing Park *Source: NCWRPC*

Block 3 and 4 Development Opportunities

Blocks 3 and 4 have limited potential for redevelopment. These blocks are categorized by a mix of single family residential and commercial properties. The former Mosinee City Hall is located on Block 3 and has been converted to a multi-family residential property. There could be some long-term potential for redevelopment for these blocks, but the area should be a low priority at this time.



THIS PAGE WAS INTENTIONALLY LEFT BLANK

Block 5 Development Opportunities

Block 5 consists of a gas station and the Post Office. There are no current opportunities for development on Block 5. However block 5 may be considered as an alternative to Block 1 for the development of a trailhead. When 2nd Street is examined more fully to accommodate the recommended unbalanced one way pair there may be some impact to the existing gas station. The design of the Main and Second Street intersection may require acquisition of property. One project that should be implemented is the installation of a drive up drop off lane for the Post Office to maximize use of the drop off boxes.



Block 6 Development Opportunities

One of the prominent redevelopment opportunities is located on Block 6. Lot 13 located at 202 Main Street is a mixed use building that is badly in need of renovations. The 7,360 square foot building sits on .13 acres and is a mixed use building that has a bar on the ground floor and 9 residential units located on the second floor of the building. This building is one of the first buildings people see when entering downtown from the east. Successful redevelopment or reuse of this property would create an attractive gateway to the downtown and change the initial perception of those traveling into downtown Mosinee from the east. The property was included in second phase of the project because this property should be a priority.

Long-term there may be some commercial building opportunities along Pine Street if the Unbalanced Pair is implemented. In addition, the existing parking area could be used as a shared lot to provide parking for new development. The first priority of the downtown plan will focus on development of current underutilized properties and filling vacancies in the downtown market before phasing in development on this site.



Existing Building



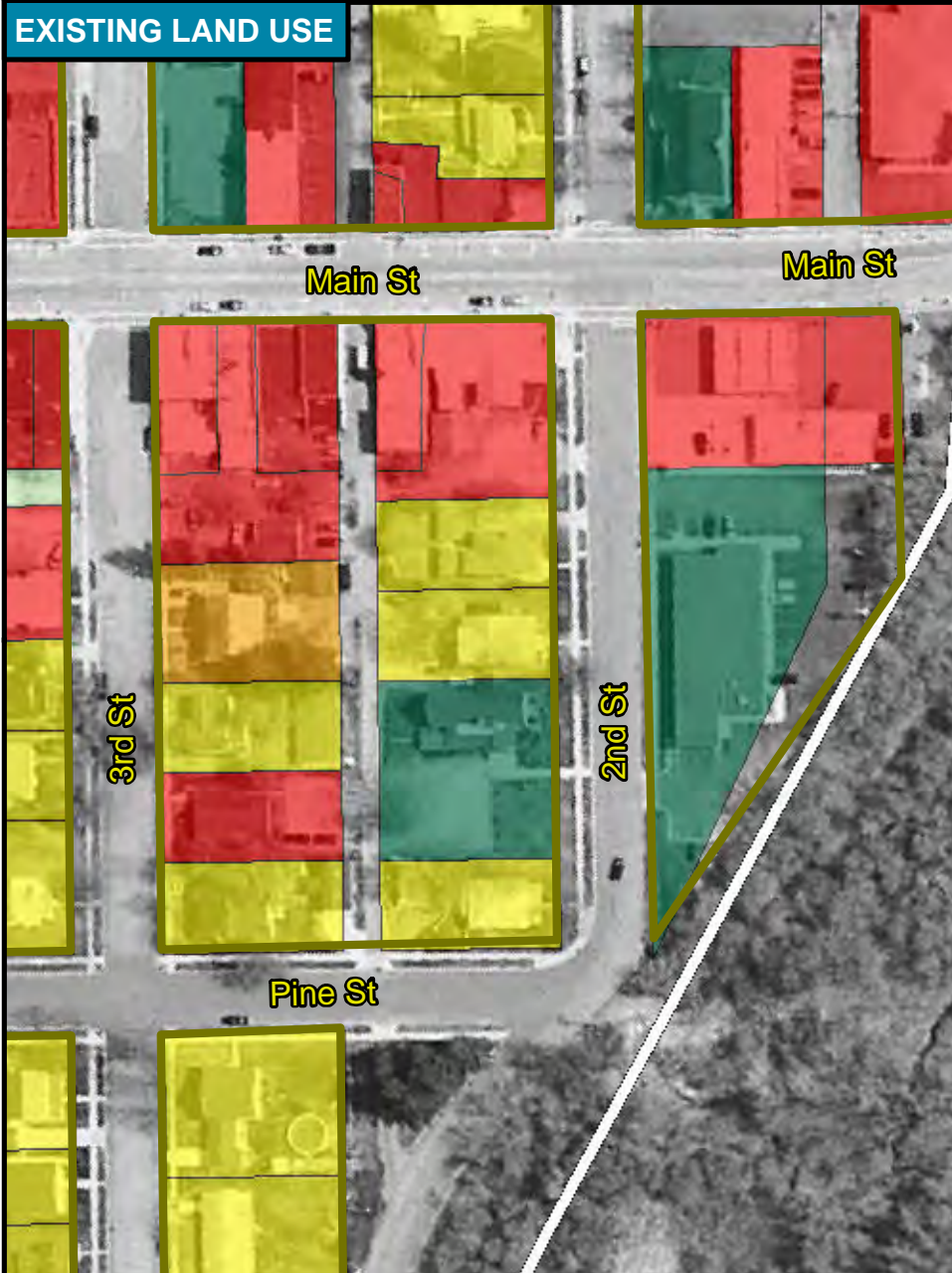
Proposed Facade Improvement

- Commercial
- Residential
- Project Boundary
- Institutional
- Utility
- Project Blocks
- Multi Family
- Vacant
- Parking Lot



North Central
Wisconsin Regional
Planning Commission
715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org

EXISTING LAND USE



PROPOSED DEVELOPMENT



Block 7 Development Opportunities

Block 7 provides many opportunities for development and is the foundation of the Downtown Development Plan. A variety of projects are identified for this block, including: Commercial Space, Heritage Centre, and a Parking Plaza.

The block currently consists of vacant parking lots, commercial and mixed-use buildings, single family residential and a small park. The Mosinee Telephone Company, recently purchased by TDS Metrocom, owns roughly half of Block 7, with a good portion of their holdings being vacant parking lots. They own lots 3, 4, 5, 6, 7 and 12 on block 7, which consists of 2 office buildings and 3 parking lots. Only one building is needed for their operation, and the other will likely be removed. The city should take steps to work with the new owners to acquire the lots and solicit developers to create new retail/commercial space at the corner of 4th and Pine Streets. This is a highly visible location and ideal for new development. There is also an opportunity for new or rehabilitated space along Main Street.



New Commercial on Main Street



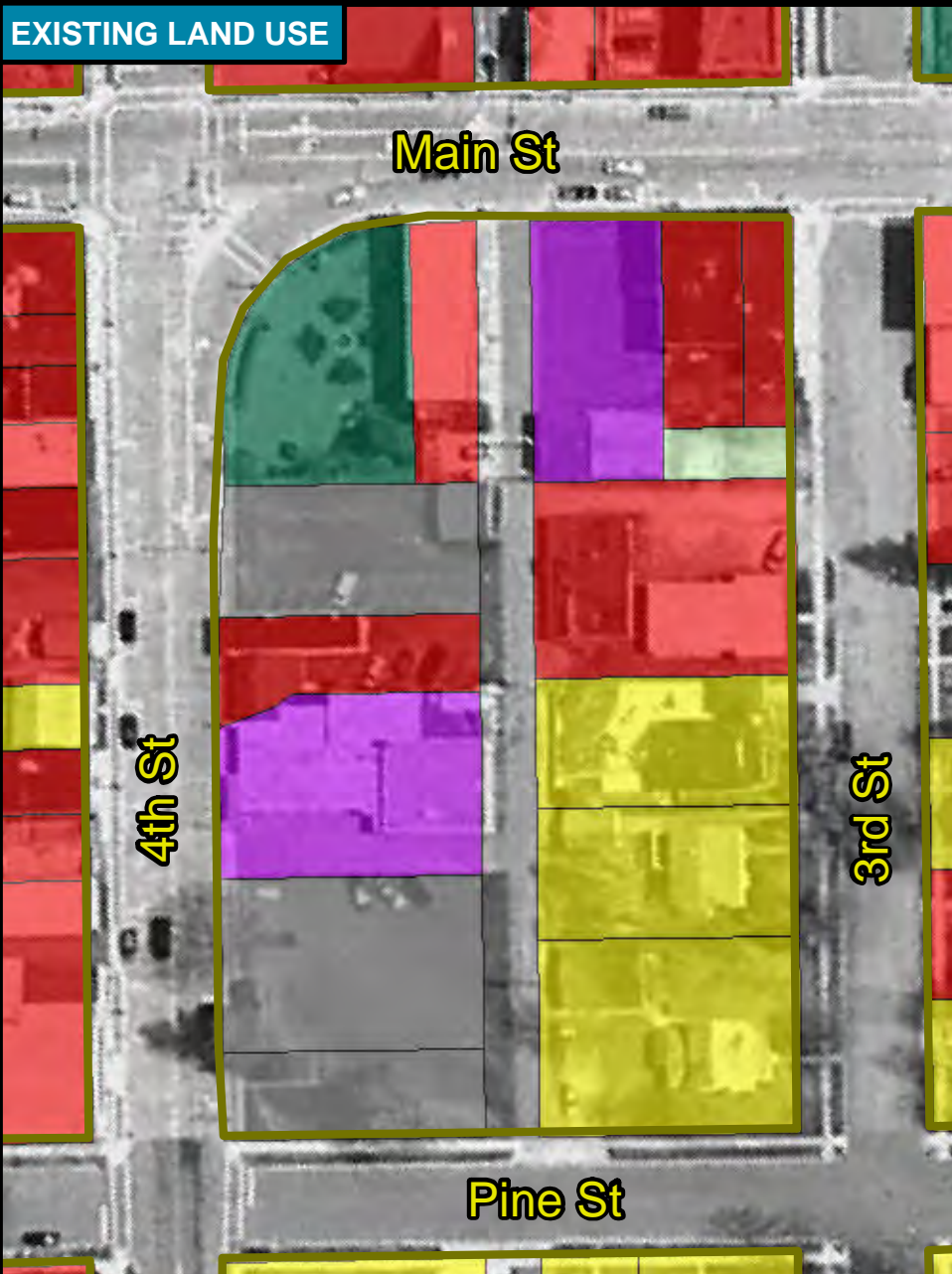
New Commercial on 4th and Pine Streets

- Commercial
- Residential
- Project Boundary
- Institutional
- Utility
- Project Blocks
- Parking Lot
- Vacant



- Existing Building
- New Building
- Parking
- Relocated Buildings
- Restrooms

EXISTING LAND USE



PROPOSED DEVELOPMENT



Block 7 Heritage Center

The city also has an opportunity to expand the park on the corner of 4th and Main Street by creating a Heritage Centre, block 8 contains some historic structures that would be moved to Block 7 to create the Heritage Centre. The Heritage Centre would help preserve the history of Mosinee as well as become an attraction. The removal of existing commercial buildings along 3rd Street would provide additional space for off street parking and hosting downtown events.

A Heritage Centre is a museum facility dedicated to the presentation of historical and cultural information about the community. Heritage Centre's typically differ from most traditional museums by featuring a high proportion of "hands-on" exhibits and live or lifelike specimens and practical artifacts. The Heritage Centre would tie into the theme of Mosinee as a "destination city." Visitors would be attracted to activities at the Heritage Centre that would be related to the history of the area, which could include the lumber and the paper industries. Activities could include how to make paper and other "hands-on" activities. Live demonstrations, like blacksmithing and hand crafted artistry could also be included.

Two buildings on the north side of 4th Street will be moved across the street to be included in the Heritage Centre. One of these buildings is an original single family home dating back to the early 1900's. Preserving and restoring these historic homes will add to the history and authenticity of the Heritage Centre.

By creating an area in the center of downtown that links the Heritage Centre to the park and an open area is created that can be utilized for other activities beside parking, like farmer markets, art fairs, and other downtown events. This will help to draw more people to the downtown, thus increasing commercial business traffic in the area.

As a result of the Heritage Centre, there will be a need for additional parking. To meet this need a Parking Plaza is proposed which incorporates basic parking, but is also designed to be used for festivals or other similar activities. This would connect the Heritage Centre and a new parking lot where some underutilized buildings currently exist. Access would be provided by the existing alley and a new entrance at 4th Street.



Proposed Heritage Centre



Existing Area

Source: Pictometry Bird's Eye ©2010



Activity at Heritage Centre and Parking Plaza

Block 8 Development Opportunities

The former discount liquidators building on the corner of 4th and Main Street provides another opportunity for the downtown. The 8,453 square foot building is vacant and accounts for almost half of the current vacancy in downtown. This property faces two issues that limit its potential. The first is the lack of off street parking and the second is the size of the space. It is likely too big for one user in the downtown area so any reuse of this building should consider conversion to a multi-tenant building, such as the Mosinee Professional building. Two historic buildings are located on this block that would be moved across the street to develop the Heritage Centre. Once removed additional commercial and off-street parking become opportunities.



Existing Underutilized Building



Buildings to relocate for the Heritage Centre



Proposed Facade Improvements



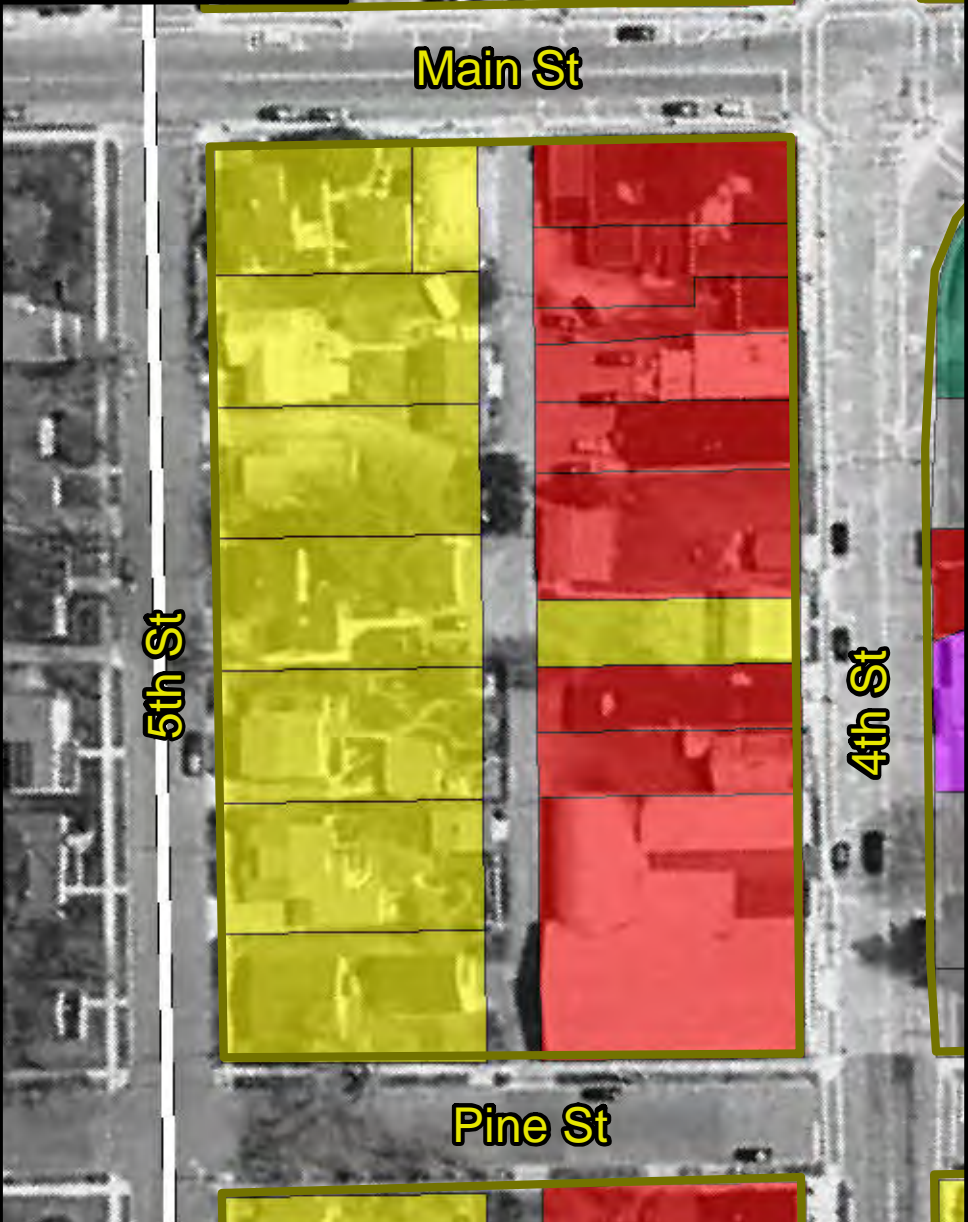
Proposed New Commercial with off-street parking

- Commercial
- Residential
- Project Blocks
- Institutional
- Utility
- Project Boundary
- Parking Lot
- Vacant



North Central
Wisconsin Regional
Planning Commission
715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org

EXISTING LAND USE



PROPOSED DEVELOPMENT



Block 9, 10 and 11 Development Opportunities

Blocks 9, 10 and 11 are located on the southern edge of the downtown and provide limited opportunities for development in the next 10 years. These 3 blocks are almost exclusively residential with the exception of two properties. One is a commercial building and one an institutional property on Block 11. The properties along Pine Street could provide a long term opportunity for redevelopment once they have implemented the unbalanced one way pair for Highway 153 and once infill development has been completed in other parts of the downtown.



5. Implementation

The Mosinee Downtown Development Plan outlines the community's vision and priorities for the downtown over the next decade. Many of the various projects identified will require further analysis before they can be implemented, while others will need to wait for sufficient funding and/or staffing.

The plan prioritized development opportunities in four phases, therefore the implementation strategies are also presented in phases. This section of the plan describes the action steps that should be pursued to advance the community's vision for the downtown.

Phase 1: Action Steps

- Purchase of underutilized land – This phase identified properties on block 7 that the City should purchase or work with the owners to assist them selling property directly to a developer. The 4th and Pine Street location is highly visible and would be an ideal location for commercial/retail space, rather than its current use as seldom used parking.
- Public Parking – The city should explore options to purchase lot 3 on block 7 to provide a public parking lot for existing businesses in the downtown.
- Downtown Transportation Network – Engage WisDOT officials in discussion regarding implementation of one-way pair options along STH 153 through the Downtown.

Phase 2: Action Steps

- Facade Improvements – Some existing buildings in the downtown were identified as “eyesores” and others were identified as needing some repair. Currently the City of Mosinee does not have a facade improvement program for the downtown. However, there are two programs that can be accessed to address this issue. One is the North Central Wisconsin Development Corporation's (NCWDC) Community Development Loan Fund - Facade Improvement program. The City of Mosinee should contact NCWDC to complete the municipal application identifying the downtown as the target area. When that is completed, local building owners can apply for loans up to \$7,500 to complete facade improvements. The other

program is the Central Wisconsin Economic Development (CWED) Fund, which is finalizing a facade improvement program that should be available later this year. Promotion of these programs with downtown businesses and property owners is critical for making opportunities.

- Trailhead Development – The Wisconsin Riverwoods Trail was built in 2009 and extends from the downtown to Chuck’s Landing along the Wisconsin River. The trail then turns west to connect to county and regional trails. The development of a trailhead in the downtown area would be an opportunity to bring more people downtown. A trailhead was identified in on Block 1, Lot 13 along the river. More study would be needed to see if a crossing could be made under the bridge, otherwise it would need to be at grade.
- Marketing downtown properties – Currently the commercial space in downtown Mosinee is experiencing about a 15% vacancy rate. The city has done a good job marketing listed sites on the city website, as well as other statewide websites. The city should continue to market available properties. The big challenge is to work with property owners in the downtown area to market vacant spaces that aren’t currently being marketed. The downtown property owners should be consulted on a regular basis to track vacant and available spaces in the downtown.

Phase 3 Action Steps

- Create Downtown TIF- The city should take the steps to create a TIF district in the downtown area. The total equalized value for the city is over \$291 million and the creation of a downtown TIF would not exceed the 12% of the city’s equalized value. The funds from the TIF would be used for a variety of purposes, including property assembly and infrastructure. A TIF plan would need to be creative and flexible to allow for numerous uses, such as using TIF funds as grants to private property owners for facade improvements provided that there is a developers agreement with the city and property owner.
- Create the Heritage Centre – This will become the recognizable landmark of the downtown and more importantly bring visitors. Using one existing building and the relocation of two other buildings, from across the street, a clustered historic center is created. Each building could have functions and could be sponsored by local organizations. As part of this is a Parking Plaza that would provide off-street parking and allow for a gathering space. A detailed site plan needs to be completed for this project, including cost estimates. This should be TIF eligible.

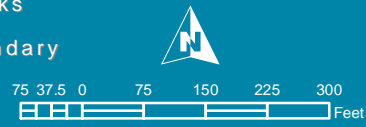
Phase 4 Action Steps

- Pine and 3rd Street Redevelopment – The final phase of the plan identifies potential long-term redevelopment along Pine and 3rd Street, when the unbalanced one way pair is completed for Highway 153. The city should explore the purchase of homes and relocate property owners along Pine and 3rd Streets in blocks 6 and 7 to make way for the highest and best use of the land.

On-going Downtown Action Steps

- Housing - The city should work with property owners to rehabilitate housing units in the mixed use buildings throughout the downtown. The city should pursue Community Development Block Grant small cities housing program from the Wisconsin Department of Commerce to fund this effort.
- Promotion – It is important that the downtown has continued promotion and events to maintain interest. Working with the Chamber of Commerce and other local groups would be encouraged.
- Business Improvement District - The City of Mosinee previously had a Business Improvement District (BID) but the organization has become inactive. Efforts to reestablish a BID would be helpful in marketing and promoting downtown Mosinee.
- City Park – The city should explore opportunities to use the open space at City Park to enhance economic development in the downtown area. City Park, which is 1.5 acres, is located directly behind City Hall. The park has the potential to hold events (i.e. farmers market) that would attract people into the downtown area.

- Residential
- Commercial
- Parking
- Governmental
- Park - Open Space
- Utilities
- Multi-Family
- Heritage Centre
- Project Blocks
- Project Boundary



Sources of Funding

Beyond city funding, there are several sources of funding that can be utilized. These sources range from local fundraising efforts through community organizations or foundations, to grant and loan programs available through various state and federal government agencies. In addition, the city is empowered through state statutes to establish various mechanisms to assist in financing development efforts. The following is a list of the primary programs:

1. Local:

Tax Increment Financing

Cities in Wisconsin have the authority under state statute to create Tax Increment Financing Districts (TIF). Under TIF, cities pay for infrastructure improvements and then they are paid back with the tax proceeds of the new development. The property tax proceeds are calculated by figuring the difference between the base value of the property before improvements and the value after improvement and development (the tax increment). The city keeps all of the increment until the improvements are paid off. Other taxing jurisdictions (school districts, counties and technical colleges) receive taxes only on the original base value until the TIF is paid off and retired. Tax Increment Financing is a common tool used to finance various downtown redevelopment efforts.

Business Improvement District

Business Improvement Districts (BID) are a community financing tool that allows the city to assess business properties within a given area. A BID is a defined area within which businesses pay an additional tax or fee in order to fund improvements within the district's boundaries. The Business Improvement District Board manages the revenues and determines how they will be spent within the district.

Community Development or Redevelopment Authority

Cities are empowered to create a Community Development or Redevelopment Authority to undertake blight elimination, urban renewal, housing projects and community development programs. In particular, the CDA or RDA promotes and facilitates economic development and redevelopment.

2. Regional:

Central Wisconsin Economic Development Fund Inc.

The Central Wisconsin Economic Development Fund (CWED), Inc. is a regional loan fund program to serve as an economic stimulus in Central Wisconsin. The CWED Fund serves Central Wisconsin and serves businesses located in Adams, Marathon, Portage and Wood Counties. The CWED fund focuses on job creation and retention projects but will add a facade loan program in the near future. For more information contact MCDEVCO.

North Central Wisconsin Development Corporation

The North Central Wisconsin Development Corporation (NCWDC) manages multiple revolving loan funds designed to address funding gaps for local projects. The Community Development Loan fund provides two programs that would aide in downtown development. The microloan program provides gap financing to startup businesses, and the facade improvement program provides funds to improve buildings. For more information on these programs contact NCWDC.

3. State:

Wisconsin Community Development Block Grant (CDBG) Public Facilities

The Community Development Block Grant for Public Facilities (CDBG-PF) program is a versatile financing tool for general-purpose local units of government in need of funds to undertake needed infrastructure and public building projects. This program is designed to enhance the vitality of a community by undertaking public investment that contributes to its overall community and economic development. The CDBG-PF program is federally funded and all assisted projects must comply with a variety of federal requirements.

The CBDG-PF program lists 3 eligible activities, these are: Public Infrastructure Grants, Community Facility Grants and Downtown Revitalization Grants. The Downtown Revitalization Grant is available for a range of activities intended to promote the revitalization of downtown business districts, including second-floor housing. Examples include projects intended to alleviate slum and blight conditions; support improvements to public water, sewer, storm drainage, parking streets, and other infrastructure specifically serving the downtown district; or assist with streetscape improvements, accessibility improvements, historic preservation, business

façade improvements, and micro-enterprise loans. These projects must be a part of a strategy that targets downtown business districts and generates future public and private investment. A community cannot receive a Downtown Revitalization Grant and Public Infrastructure Grant for the same project.

Wisconsin Community Development Block Grant Small Cities Housing Program

The Wisconsin Community Development Block Grant (CDBG) program, administered by the Wisconsin Department of Commerce, Division of Housing and Community Development (DHCD), provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. Under the rehabilitation program, available funding is approximately \$7 million per year with the average 24-month grant being approximately \$450,000.

Wisconsin Main Street Program

The Wisconsin Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. The Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets as centers of community activity and commerce. A community must have completed a comprehensive downtown revitalization planning process within the past five years or be a participant in the Wisconsin Main Street Program. Local funding is required for this program.

Wisconsin Board of Commissioners of Public Lands State Trust Fund Loan Program

The Wisconsin Board of Commissioners of Public Lands (BCPL) operates one of the largest public lending programs in the state. Wisconsin municipalities are eligible to borrow, along with a few other statutorily defined entities. BCPL State Trust Fund loans can be used for any public purpose project, typically they are used for: (1) School repairs and improvements including building renovations and the installation of energy-efficient heating and lighting systems; (2) Local infrastructure projects including roads, town halls, airports, sewer systems and wastewater facilities, trucks, and emergency vehicles; or (3) Local economic development through Tax Incremental Financing (TIF) districts and downtown revitalization projects.

Stewardship Fund

The Stewardship Fund was established in 1989 to preserve significant land and water resources and provide land base for recreational facilities. These are 50% matching grants, which enable a community to stretch its own local resources. The Wisconsin Department of Natural Resources (DNR) manages this program. Contact your regional customer service specialist.

Brownfields Green Space and Public Facilities Grant Program

Funds are available to promote the cleanup of brownfields where the end-use has a long-term public benefit, including preservation of green space, development of recreational areas or use by a local government.

Transportation Enhancement (TE) Grants

This program is offered by the Wisconsin Department of Transportation. The TE program funds projects that increase multi-modal transportation alternatives and enhance communities and the environment. Federal funds administered through this program provide up to 80% of costs for a wide variety of projects, such as bicycle or pedestrian facilities, landscaping or streetscaping and the preservation of historic structures.

4. Federal:

U.S. Department of Agriculture – Rural Development (USDA – RD)

The USDA Rural Development program is committed to helping improve the economy and quality of life in all of rural America. Financial programs include support for such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities, and electric and telephone service. USDA-RD promotes economic development by supporting loans to businesses through banks and community-managed lending pools. The program also offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

5. Private:

In addition to public sources of funds there may some local foundations or organizations that could be contacted to participate in this effort. There may be some national foundations that might be pursued for funding related to the Heritage Centre.

Attachments- Building Inventory

Parcel Boundaries

Project Blocks

Project Boundary



75 37.5 0 75 150 225 300
Feet







North Central
Wisconsin Regional
Planning Commission





715-849-5510 - staff@ncwrpc.org - www.ncwrpc.org



Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	302 2ND ST	\$17,900	\$149,400	Residential		1	1
	306 2ND ST	\$11,500	\$70,300	Residential		1	2
	308 2ND ST	\$11,500	\$97,300	Residential		1	3
	310 2ND ST	\$14,400	\$0	Parking Lot		1	4

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	123 MAIN ST	\$0	\$0	Institutional	Joseph Dessert Library National Register of Historic Places	1	5
	117 MAIN ST	\$14,400	\$84,100	Commercial	Lin's Garden Chinese Restaurant Fully Occupied 2,880 Sq. Ft.	1	6
	103 MAIN ST	\$27,000	\$505,000	Commercial	M & I Bank Fully Occupied 6,774 Sq. Ft.	1	7
	307 WATER ST	\$14,400	\$86,100	Residential		1	8




Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------




	305 WATER ST	\$11,500	\$87,800	Residential		1	9
	303 WATER ST	\$11,500	\$96,100	Residential		1	10
	301 WATER ST	\$11,500	\$94,900	Residential		1	11
	306 WATER ST	\$21,800	\$99,300	Commercial	Ansay & Associates Insurance & Benefit Solutions.	1	12

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
		\$12,600	\$0	Vacant		1	13
	225 MAIN ST	\$0	\$0	Institutional	City Hall/Park	2	1
	213 MAIN ST	\$17,300	\$84,500	Commercial	Two's Company Bar 2,520 Sq. Ft.	2	2
	211 MAIN ST	\$1,600	\$40,400	Commercial	Looks vacant – maybe residential, not sure what it is. 1,600 Sq. Ft.	2	3

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	201 MAIN ST	\$8,600	\$80,300	Commercial Fully Occupied Multi Tennant	Mosinee Professional Building. Lifestyle Tax and Accounting; Fredel Law Firm; Lardinois & Associates, SC CPA's 2,972 Sq. Ft.	2	4
	313 2ND ST	\$9,000	\$82,500	Residential		2	5
	309 2ND ST	\$16,300	\$85,900	Residential		2	6
	307 2ND ST	\$17,900	\$91,000	Residential	For sale sign gone, recently sold?	2	7


Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	301 2ND ST	\$17,900	\$77,600	Residential		2	8
	302 4TH ST	\$17,900	\$85,600	Residential		3	1
	306 4TH ST	\$11,500	\$76,700	Residential		3	2
	308 4TH ST	\$0	\$0	Utility	TDS Telecom. Whose property is shed on??	3	3





Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	313 MAIN ST	\$22,600	\$331,200	Commercial	Restaurant S & S Café 5,320 Sq. Ft.	3	4
	311 MAIN ST	\$7,200	\$51,300	Commercial	Vander Waal Dog Grooming, LLC 2 Residential Units Mixed Use	3	5
	301 MAIN ST	\$20,400	\$65,800	Commercial Multi Tennant	Mosinee Black Belt Academy, Ltd. S. C. Swiderski, LLC Suite 102 Suite 204 Vacant 4,500 Sq. Ft.	3	6
	309 3RD ST	\$16,600	\$228,400	Commercial	Paper City Lanes Bar/Bowling	3	7

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	307 3RD ST	\$20,500	\$162,700	Commercial	Marathon Savings Bank	3	8
	303 3RD ST	\$0	\$0	Institutional	Mosinee Fire Station	3	9
	301 3RD ST	\$14,500	\$58,700	Residential	Might be a duplex??? Bottom level might be Commercial	3	10
	304 5TH ST	\$16,900	\$67,100	Residential		4	1

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	306 5TH ST	\$11,500	\$63,800	Residential		4	2
	308 5TH ST	\$11,500	\$74,800	Residential		4	3
	310 5TH ST	\$13,900	\$63,700	Residential		4	4
	413 MAIN ST	\$31,200	\$127,200	Commercial Single Tennant Fully Occupied	Form Specialists Inc	4	5





Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	415 MAIN ST	\$7,200	\$75,300	Commercial	State Farm Insurance Tom Young Fully Occupied Single Tenant	4	6
	401 MAIN ST	\$45,200	\$93,500	Commercial Single Tenant	Design Works Salon 1,092 Sq. Ft Fully Occupied	4	7
	309 4TH ST	\$14,800	\$78,700	Commercial	Metro Chiropractic Clinic Single Tenant Fully Occupied	4	8
	307 4TH ST	\$11,500	\$69,300	Residential		4	9





Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	305 4TH ST	\$11,500	\$69,300	Residential		4	10
	303 4TH ST	\$11,500	\$51,100	Residential		4	11
	301 4TH ST	\$11,500	\$50,500	Residential	New Picture	4	12
	124 MAIN ST	\$21,200	\$244,700	Commercial Single Tenant	Mobil Gas Station 1,224 Sq. Ft. Fully Occupied	5	1

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	408 2ND ST	\$34,400	\$330,500	Institutional	Post Office	5	2
	116 MAIN ST	\$10,000	\$0	Commercial	Gas Station	5	3
	224 MAIN ST	\$8,000	\$85,300	Commercial Multi-Tenant Mixed use	Small Business World Web Hosting; Mosinee Chamber; Mosinee Lodge #318; F & H. M; 224 C Vacant 5,360 Sq. Ft.	6	1
	218 MAIN ST	\$19,700	\$79,800	Commercial Single Tenant Mixed use	Creative Designs Haircare. 4,056 Sq. Ft.	6	2





Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	214 MAIN ST	\$10,800	\$79,900	Commercial Multi Tenant Mixed Use	Barber Shop on Main Street ½ Occupied. 1 Residential Unit 4,280 Sq. Ft.	6	3
	408 3RD ST	\$19,200	\$84,800	Multi Family	Butler Place Apartments 9 units??	6	4
	410 3RD ST	\$11,500	\$66,000	Residential		6	5
	412 3RD ST	\$14,400	\$72,800	Commercial	K L Leach Optometrist Single Tenant Fully Occupied	6	6

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	414 3RD ST	\$11,500	\$95,900	Residential	For Sale Realty Executives (715) 849-5544	6	7
	413 2ND ST	\$11,500	\$57,300	Residential		6	8
	409 2ND ST	\$0	\$0	Institutional	St. James Episcopal Church	6	9
	407 2ND ST	\$11,500	\$81,200	Residential		6	10

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	405 2ND ST	\$11,500	\$94,500	Residential		6	11
	212 MAIN ST	\$5,800	\$110,900	Commercial Single Tenant Fully Occupied	Timothy K. Brown, DDS, LLC 3,276 Sq. Ft.	6	12
	202 MAIN ST	\$11,000	\$88,000	Commercial Mixed use	Restaurant/Bar Dingers Sports Bar; Commercial part is occupied. 9 Res Units? 5,467 Sq. Ft.	6	13
	322 MAIN ST	\$0	\$0	Institutional	Park	7	1

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------




	316 MAIN ST	\$7,200	\$83,700	Commercial Single Tenant Mixed use	Sipll Chiropractic Office Fully Occupied 1 Residential Unit 5,100 Sq. Ft.	7	2
	406 4TH ST	\$0	\$0	Parking	Parking	7	3
	408 4TH ST	\$9,600	\$50,700	Commercial	Single Tenant Vacant	7	4
		\$0	\$0	Utility	Mosinee Telephone Company	7	5

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	412 4TH ST	\$0	\$0	Utility	Mosinee Telephone Company	7	6
	410 4TH ST	\$0	\$0	Parking	Office/Parking 2 Cars in entire lot	7	7
	413 3RD ST	\$16,300	\$93,300	Residential		7	8
	411 3RD ST	\$11,500	\$93,400	Residential		7	9

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	409 3RD ST	\$11,500	\$75,000	Residential		7	10
	407 3RD ST	\$15,800	\$48,000	Commercial	Mosinee Times Single Tenant Fully Occupied	7	11
		\$0	\$0	Parking		7	12
	405 3RD ST	\$2,900	\$0	Vacant		7	13

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	306 MAIN ST	\$7,100	\$80,200	Commercial Multi Tenant	Office Studio 306 Hair Salon; Fully Occupied 4,536 Sq. Ft.	7	14
	302 MAIN ST	\$4,400	\$104,300	Commercial Mixed Use Single Tennant	Former AT&T Store for Lease (715)693-6812 1 Residential Unit 3,390 Sq. Ft.	7	15
	402 5TH ST	\$8,600	\$111,600	Residential		8	1

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------




		\$3,600	\$0	Vacant Gravel Lot		8	2
	404 5TH ST	\$11,500	\$82,200	Residential	Duplex	8	3
	406 5TH ST	\$11,500	\$87,700	Residential		8	4
	408 5TH ST	\$11,500	\$62,200	Residential		8	5

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	410 5TH ST	\$11,500	\$96,600	Residential		8	6
	412 5TH ST	\$11,500	\$88,100	Residential		8	7
	414 5TH ST	\$11,500	\$65,300	Residential		8	8
	421 4TH ST	\$22,600	\$145,400	Commercial Multi Tenant	Beatitudes Coffee and Tea Shop; Beacon Bookshelf Some Vacancy 12,266 Sq. Ft.	8	9




Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	419 4TH ST	\$7,200	\$50,700	Commercial Single Tenant	Restaurant/Bar Daves Place Fully Occupied 975 Sq. Ft.	8	10
	417 4TH ST	\$7,200	\$77,300	Commercial Single Tenant	Elite Muscle & Health Club Central Wisconsin Martial Arts Fully Occupied	8	11
	415 4TH ST	\$4,600	\$41,800	Residential		8	12
	411 4TH ST	\$5,500	\$17,900	Commercial	Clothing Shop??	8	13

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
	409 4TH ST	\$7,700	\$69,300	Commercial Multi Tenant	D & J Driving School Trim Hair Salon Mosinee Community Theater For rent (715) 842-1884 2,400 Sq. Ft.	8	14
	407 4TH ST	\$7,000	\$68,700	Commercial Single Tenant	Retail Krueger Floral and Gifts Fully Occupied 2,136 Sq. Ft.	8	15
	405 4TH ST	\$4,500	\$26,800	Commercial Single Tenant	Retail The Family Barber, LLC. Fully Occupied 927 Sq. Ft.	8	16
	401 4TH ST	\$7,700	\$15,100	Commercial Single Tenant	Vacant For Sale Double Diamond Realty (715) 241-0101	8	17


Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

					8,453 Sq. Ft.		
	401 4TH ST	\$9,600	\$40,300	Commercial	See Notes Above	8	18
	208 PINE ST	\$16,300	\$64,000	Residential		9	1
	506 3RD ST	\$16,300	\$90,600	Residential		9	2
	508 3RD ST	\$11,500	\$59,700	Residential		9	3
	510 3RD ST	\$11,500	\$81,100	Residential	For Sale Century 21	9	4

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	512 3RD ST	\$6,200	\$73,700	Residential		9	5
	502 4TH ST	\$11,500	\$91,000	Residential		10	1
	504 4TH ST	\$11,500	\$51,100	Residential		10	2
	506 4TH ST	\$11,500	\$87,600	Residential		10	3


Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	508 4TH ST	\$13,600	\$41,900	Residential		10	4
	510 4TH ST	\$9,400	\$85,100	Residential		10	5
	512 4TH ST	\$11,500	\$80,000	Residential		10	6
	514 4TH ST	\$11,500	\$56,500	Residential		10	7

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	513 3RD ST	\$11,500	\$45,700	Residential		10	8
	511 3RD ST	\$11,500	\$78,100	Residential		10	9
	509 3RD ST	\$11,500	\$63,000	Residential		10	10
	507 3RD ST	\$11,500	\$63,500	Residential		10	11

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	505 3RD ST	\$11,500	\$30,600	Residential		10	12
	503 3RD ST	\$9,600	\$80,200	Residential		10	13
	304 PINE ST	\$5,000	\$46,900	Residential		10	14
	501 3RD ST	\$8,400	\$84,300	Residential		10	15

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	408 PINE ST	\$16,300	\$72,300	Residential		11	1
	504 5TH ST	\$11,500	\$88,400	Residential		11	2
	506 5TH ST	\$5,800	\$27,500	Residential		11	3
	508 5TH ST	\$9,600	\$56,500	Residential		11	4

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	510 5TH ST	\$0	\$0	Institutional		11	5
	405 HIGH ST	\$17,900	\$42,800	Residential		11	6
	513 4TH ST	\$11,500	\$70,000	Residential		11	7
	511 4TH ST	\$11,500	\$70,300	Residential		11	8

Picture	Address	Land Value	Improvement Value	Type	Comments	Block	Parcel
---------	---------	------------	-------------------	------	----------	-------	--------

	509 4TH ST	\$14,900	\$70,700	Residential		11	9
	507 4TH ST	\$11,900	\$95,300	Residential		11	10
	505 4TH ST	\$17,700	\$106,600	Residential		11	11
	501 4TH ST	\$14,400	\$35,900	Commercial	Mosinee Flooring Center Single Tenant Fully Occupied	11	12



RESOLUTION NO. 2011-15

A RESOLUTION REGARDING ADOPTION OF THE DOWNTOWN DEVELOPMENT PLAN FOR THE CITY OF MOSINEE AS PREPARED BY THE MOSINEE AREA ECONOMIC DEVELOPMENT COMMITTEE

WHEREAS, in 2007 the State of Wisconsin Department of Transportation conducted a traffic study of the downtown area which recommended that the State Highway 153 traffic flow within the downtown area be modified in the future to improve traffic efficiency; and

WHEREAS, anticipated future changes to the State Highway 153 traffic patterns within the downtown area provides a unique opportunity for the City to properly plan for and also promote future development within the downtown area; and

WHEREAS, the Economic Development Element of the City's Comprehensive Plan includes a goal that the City should revitalize older commercial areas in Mosinee and a policy that the City encourage and support redevelopment to foster high-quality and well planned commercial development; and

Whereas the Economic Development Element of the City's Comprehensive Plan also includes a goal that the City should maintain business vitality in downtown to provide a mix of goods and services for the City and a policy that the City should continue to support efforts to enhance the downtown central business district.

WHEREAS, after holding numerous planning meetings and also a public input meeting, the Mosinee Area Economic Development Committee has prepared a recommended Downtown Development Plan for the City of Mosinee; and

WHEREAS, after holding a public hearing on September 7, 2011 regarding the proposed Downtown Development Plan, the City of Mosinee Plan Commission has recommended that the Common Council adopt the Downtown Development Plan; and


WHEREAS, the Downtown Development Plan can be utilized as a land use planning and development tool to ensure the future viability of the downtown area; and

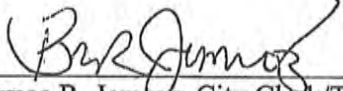
WHEREAS, this Downtown Development Plan may from time to time be amended, extended, or added to in greater detail.

Resolution No. 2011-15
Page Two

NOW, THEREFORE, BE IT RESOLVED, by the City of Mosinee Common Council that the Downtown Development Plan is hereby adopted.

Adopted by the City of Mosinee Common Council on this 12TH day of SEPTEMBER, 2011.

By: 
Alan Erickson, Mayor

Attest: 
Bruce R. Jamkoz, City Clerk/Treasurer